

Natl Med. Res. Planning&Placement  
 815 Slaters Lane  
 Alexandria VA 22314

Submission Number 215 Issue 2



**WNCN-TV**  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Orig**

<b>Client:</b> Republican National Comm- Rnc/ Issue	<b>Submission Cost:</b> 91650	<b>Campaign Ref:</b> E:120726006
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 20 /442 /2889	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 07/23/12 to 08/16/12	<b>Weeks:</b> 4	<b>Order Ref:</b> 06254210
<b>Est./PO Number:</b> 06254210	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Rnc	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/23	07/30	08/06	08/13	Total	C
1	M-F 7a Today Show ....F..	03	650	30 Comme	Nbr of Spots 1	1			2	
2	Sat 7a Today Show .....S.	02	250	30 Comme	Nbr of Spots 2	2			2	
3	Sun 6p News .....S	02	350	30 Comme	Nbr of Spots 1	1			2	
4	M-F 7a Today Show MTWT...	03	650	30 Comme	Nbr of Spots 4	4			8	
5	Olympics Summer Prime MTWT...	04	5500	30 Comme	Nbr of Spots 2	2			4	
6	M-F 7a Today Show ....F..	03	650	30 Comme	Nbr of Spots 1		1		1	
7	Olympics Summer Late Night ....SS	03	500	30 Comme	Nbr of Spots 1				1	
8	Olympics Summer Late Night ....SS	03	500	30 Comme	Nbr of Spots 2				2	
9	M-Su Late News Post Premium Event	01	1300	30	Nbr of Spots 2	2			4	
<b>Weekly Totals:</b> Total Spots(Ord Spots)					12	26	15		53	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/23	07/30	08/06	08/13	Total	C
11	Olympics Summer Prime ...FSS	04	5500	30 Comme	Nbr of Spots	1			1	
12	Olympics Summer Open ...F., 19:30:00-24:00:00	03	10000	30 Comme	Nbr of Spots	1			1	
13	Olympics Summer Daytime WKND Sat ....S.	04	2000	30 Comme	Nbr of Spots	3	3		6	
14	Olympics Summer Daytime WKND Sun .....S	04	2000	30 Comme	Nbr of Spots	3	3		6	
15	Olympics Summer Late Night MTWT...	03	500	30 Comme	Nbr of Spots		2	2	4	
16	M-Su Late News Post Premium Event MTWT...	01	1300	30 Comme	Nbr of Spots		2	2	4	
17	M-Su Late News Post Premium Event ....F..	01	1300	30 Comme	Nbr of Spots			1	1	
18	Olympics Summer Prime MTWT...	04	5500	30 Comme	Nbr of Spots		1		1	
19	M-F 7a Today Show ...F..	03	650	30 Comme	Nbr of Spots			1	1	
20	M-F 9a Today Show II ...F..	03	300	30 Comme	Nbr of Spots			1	1	
<b>Weekly Totals:</b> Total Spots(Ord Spots)					12	26	15		53	

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Orig

Client: Republican National Comm- Rnc/ Issue	Submission Cost: 91650	Campaign Ref: E:120726006
Buyer: ..	Client/Product/Estimate: 20 /442 /2889	Sales Rep: HRP Washington, DC
Schedule Dates: 07/23/12 to 08/16/12	Weeks: 4	Order Ref: 06254210
Est./PO Number: 06254210	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	07/23	07/30	08/06	08/13	Total	C
21	M-F 530a News ....F..	03	150	30 Comme				1		1	
Weekly Totals: Total Spots(Ord Spots)						12	26	15		53	

Grand Totals

		Month 7 Weeks: 5		Month 8 Weeks: 4	
		07/23	07/30	08/06	08/13
Spots	Totals	53	12	26	0
Cost		91650	26100	45300	20250

Grand Totals: Spots: 53

Gross Total: 91,650.00  
 Commission: 13,747.50  
 Net Total: 77,902.50

REP HEADLINE# 6254210 TRF# E:120726  
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG9/12 12.50  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/RNC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	BEN ANGLE	
		815 SLATERS LANE	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #		CONTRACT # 6254210	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	RNC	EST#2889	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	JUL27/12	AUG10/12	WK-3		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG9/12	12.50

REP: REVISION  
LINES ADDED FOR \$1,100 CREDITED ON PREVIOUS HEADLINE  
TTL SAME OVERALL  
PLS CNF  
THANKS, MICK

STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 91650.00  
TOTAL SPOTS 53



REP HEADLINE# 6254210 TRF# E:120726  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG9/12 12.28  
 \*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/RNC

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME BEN ANGLE

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6254210

CLASS: NATL. LOCAL REGIONAL

PRDCT RNC EST#2889 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL27/12 AUG10/12 WK-3

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG9/12 12.28

REP: REVISION  
 LINES ADDED FOR \$1,100 CREDITED ON PREVIOUS HEADLINE  
 TTL SAME OVERALL  
 PLS CNF  
 THANKS, MICK

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 REPUBLICAN NATIONAL COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
17	A		700A-900A	30		\$650.00	8/10	8/10	1		FRI	1
PROGRAM : TODAY SHOW												
18	A		900A-1000A	30		\$300.00	8/10	8/10	1		FRI	1
PROGRAM : TODAY SHOW 2												
19	A		530A-600A	30		\$150.00	8/10	8/10	1		FRI	1
PROGRAM : EARLY MORNING												

AGENCY ADVERTISER CODE = 20  
 AGENCY PRODUCT CODE = 442  
 AGENCY EST# = 2889

REP HEADLINE# 6254210 TRF# E:120726  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG9/12 12.28  
\*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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JUL/12			26100.00			AUG/12			65550.00			
CONTRACT TOTAL											91650.00	
TOTAL SPOTS											53	

MARKET TOTALS \$258,714 WNCN 35% WRAL 9% WTVB 46% WRAX 10% WRDC 0% WLFL 0% CABL 0%

ESTIMATED SHARES  
SVC- NSI BOOKS- JUL/11  
DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



REP HEADLINE# 6254210  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM STATION JUL26/12 10.0  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/RNC

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME BEN ANGLE

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6254210

CLASS: NATL. LOCAL REGIONAL

PRDCT RNC EST#2889 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL27/12 AUG16/12 WK-3

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL26/12 10.09

REP: NEW ORDER  
TTL 90550 @ 50X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

REPUBLICAN NATIONAL COMMITTEE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 90550.00  
TOTAL SPOTS 50

REP HEADLINE# 6254210  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
JUL25/12 18.5  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/RNC REP. # OFF. # SALESMAN #  
AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN WA- MICK NESCI (H)  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6254210 CLASS: NATL. LOCAL REGIONAL

PRDCT RNC EST#2889 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL27/12 AUG16/12 WK-3

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL25/12 18.58

REP: NEW ORDER  
TTL 90550 @ 50X  
PLS CFM  
THANKS, MIKE FOR MICK

ECN  
CITY

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
REPUBLICAN NATIONAL COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$650.00	7/27	8/3	1		FRI	2
AGENCY ADVERTISER CODE = 20												
AGENCY PRODUCT CODE = 442												
AGENCY EST# = 2889												
PROGRAM : TODAY SHW LONDON												
RA35-64 : 2.6												
CON COM1 : TODAY SHW LONDON												
2			1235A-135A	30		\$500.00	7/27	7/29	1		F-SU	1
2			1235A-135A	30		\$500.00	8/3	8/5	2		F-SU	2
PROGRAM : OLYMPICS LF												
RA35-64 : 2.3												
CON COM1 : OLYMPICS LF												

Mick  
7/24



REP HEADLINE# 6254210  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL25/12 18.5  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1200M-1235A PROGRAM : LN AFTR OLYMPICS RA35-64 : 4.9 CON COM1 : LN AFTR OLYMPICS	30		\$1,300.00	7/27	8/5	2		F-SU	4
4			700P-1200M PROGRAM : OLYMPICS PT RA35-64 : 14.0 CON COM1 : OLYMPICS PT	30		\$5,500.00	7/27	8/5	1		F-SU	2
5			730P-1200M PROGRAM : OLYMPICS O/C RA35-64 : 15.1 CON COM1 : OLYMPICS O/C	30		10000.00	7/27	7/27	1		FRI	1
6			500A-600P PROGRAM : OLYMPICS WK RA35-64 : 6.1 CON COM1 : OLYMPICS WK	30		\$2,000.00	7/28	8/4	3		SAT	6
7			700A-900A PROGRAM : SATURDAY TODAY RA35-64 : 1.5 CON COM1 : SATURDAY TODAY	30		\$250.00	7/28	8/4	1		SAT	2
8			500A-600P PROGRAM : OLYMPICS WK RA35-64 : 6.1 CON COM1 : OLYMPICS WK	30		\$2,000.00	7/29	8/5	3		SUN	6
9			600P-630P PROGRAM : NBC-17 NEWS-6 RA35-64 : 1.7 CON COM1 : NBC-17 NEWS-6	30		\$350.00	7/29	8/5	1		SUN	2
10			700A-900A PROGRAM : TODAY SHW LONDON RA35-64 : 2.6 CON COM1 : TODAY SHW LONDON	30		\$650.00	7/30	8/9	4		M-TH	8

W

ALL -> MG 8/4  
7/28

REP HEADLINE# 6254210  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL25/12 18.5  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1235A-135A	30		\$500.00	7/30	8/2	2		M-TH	2
11			1235A-135A	30		\$500.00	8/6	8/9	2		M-TH	2
PROGRAM : OLYMPICS LF RA35-64 : 2.3 CON COM1 : OLYMPICS LF												
12			1200M-1235A	30		\$1,300.00	7/30	8/9	2		M-TH	4
PROGRAM : LN AFTR OLYMPICS RA35-64 : 4.9 CON COM1 : LN AFTR OLYMPICS												
13			700P-1200M	30		\$5,500.00	7/30	8/9	2		M-TH	4
PROGRAM : OLYMPICS PT RA35-64 : 14.0 CON COM1 : OLYMPICS PT												
14			700A-900A	30		\$650.00	8/10	8/10	1		FRI	1
PROGRAM : TODAY SHOW LONDON CON COM1 : TODAY SHOW LONDON												
15			1200M-1235A	30		\$1,300.00	8/10	8/10	1		FRI	1
PROGRAM : LN AFTR OLYMPICS CON COM1 : LN AFTR OLYMPICS												
JUL/12			31850.00			AUG/12						
CONTRACT TOTAL												90550.00
TOTAL SPOTS												50

MARKET TOTALS \$258,714 WNCN 35% WRAL 9% WTVD 46% WRAZ 10% WRDC 0% WLFL 0% CABL 0%  
 ESTIMATED SHARES

SVC- NSI BOOKS- JUL/11  
 DEMOS- RA35-64\*



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: <u>7/25/12</u>
-----------------------	----------------------

I, Jon Ferrell  
do hereby request station time concerning the following issue:

Republican National Committee- IE  <div style="text-align: center; font-size: 1.5em; margin-top: 20px;">WNCN</div>
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:	\$ 41,692.50
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This broadcast time will be used by: Republican National Committee- IE

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE  
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

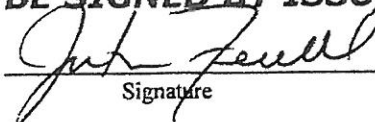
The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7-12-12  
Date

  
Signature

703-683-4877

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title